

ASSIGNMENT 3

Textbook Assignment: "Public Affairs in Adverse News Situations," pages 2-1 through 2-33.

- 3-1. A Navy commander has been charged with using a military aircraft to import large amounts of duty-free liquor from Bermuda. The responsible PAO should take which of the following actions?
1. Release the information only if asked by a reporter
 2. Release the information
 3. Cover up the story
 4. Write a memorandum for the record and hope the story will not surface
- 3-2. The armed services' basic policy for the release of disaster information is formulated by which of the following organizations?
1. DoD
 2. U.S. State Department
 3. OASD(MRAL)
 4. USIA
- 3-3. Guidance on the dissemination of disaster information is contained in which of the following regulations?
1. DoD Regs
 2. AEC Regs
 3. CHINFO Regs
 4. PA Regs
- 3-4. Peacetime naval disasters are best categorized in what way?
1. As man-made or predictable
 2. As predictable or unpredictable
 3. As naturally occurring or man-made
 4. As naturally occurring or unpredictable
- 3-5. Within CHINFO, detailed case studies of naval disasters may be obtained from which of the following divisions?
1. Professional development
 2. Media operations
 3. Plans and policy
 4. Administration and resource management
- 3-6. All except which of the following lessons were learned from the USS Iowa disaster?
1. Identifying a CIB site as soon as a disaster strikes
 2. Having a written public affairs emergency reaction plan
 3. Knowing how to communicate with Navy families
 4. Getting the most accurate and complete facts to the news media as quickly as possible
- 3-7. Because of the magnitude of the USS Midway fire, the OPREP-3 reporting system was used instead of the unit SITREP format.
1. True
 2. False
- 3-8. Recovery efforts during Hurricane Hugo were strengthened by the establishment of which of the following organizations?
1. Navy Family Information Center
 2. Green Cross Disaster Relief Center
 3. CHINFO Field Activity Center
 4. Charleston Disaster Assistance Center

- 3-9. Which of the following public affairs objectives must be met during an adverse news situation?
1. Preserving good community and media relations
 2. Retaining public confidence in the Navy
 3. Both 1 and 2 above
 4. Protecting military equipment and supplies
- 3-10. During a disaster situation, the public affairs office performs which of the following tasks?
1. Providing the news media with immediate, unlimited access to the disaster scene
 2. Providing possible causes of the disaster
 3. Both 1 and 2 above
 4. Safeguarding classified information and material
- 3-11. A command disaster plan should be issued in which of the following forms?
1. An official directive
 2. A CHINFO instruction
 3. An informal letter
 4. A memorandum for the record
- 3-12. The general responsibilities for public affairs office personnel during a disaster should be specified in which of the following documents?
1. A command disaster plan
 2. A public affairs office plan
 3. A qualifications file
 4. A training record
- 3-13. During a disaster, the public affairs office staff should have which of the following materials readily available?
1. *Public Affairs Communicator*
 2. The Navy Disaster Preparedness Manual, SECNAVINST 5720.35F
 3. Department of the Navy Information and Personnel Security Program Regulation (OPNAVINST 5510.1 series)
 4. Both 2 and 3 above
- 3-14. In most cases, the majority of the information appended to a public affairs office disaster plan falls into which of the following categories?
1. Detailed case studies on past disasters
 2. Sample releases on past disaster
 3. Policy materials
 4. Background materials
- 3-15. In making a functional telephone number checklist for use in a disaster situation, you should use which of the following systems?
1. Establish an alphabetical list
 2. List people by rank and billet
 3. Divide the list into meaningful categories
 4. Set up a chronological list
- 3-16. To make sure the CO is kept fully informed during a disaster situation, the PAO should establish which of the following provisions?
1. Set up a direct telephone line to the operations office
 2. Assign a staff member to deliver messages every half hour
 3. Make up forms to record the public affairs activities so a brief report may be made as often as necessary or requested
 4. Assign a JO to stand by in the CO's office during a disaster
- 3-17. A major disaster strikes your command. In the ensuing 15 minutes, you discover that you are in need of additional personnel to handle messenger and typist duties. You should get temporary staff members from which of the following sources?
1. CHINFO
 2. Other departments within the command
 3. Area coordinator
 4. The appropriate NAVINFO

- 3-18. All except which of the following are advantages of a CIB?
1. Reduction of inaccurate news by providing a single source of information
 2. Reduction of security violations
 3. Restriction of news flow to the media
 4. Restriction of news media to less reliable sources of information
- 3-19. What practice is usually required before disaster information is released to reporters?
1. Naming several officers to answer reporters' questions
 2. Referring reporters to either the officer in charge or the PAO
 3. Naming one official spokesman for the Navy to handle contracts with the public
 4. Naming the PAO on the staff of the naval district commandant where the disaster occurred to be an official spokesman
- 3-20. The individual selected as the official spokesman/release authority for disaster information should be identified in what document?
1. Command disaster plan
 2. Public affairs office disaster plan
 3. Unit SITREP
 4. CHINFO Report 5720-3
- 3-21. You are the assistant PAO of Naval Air Station Stimpson. The air operations officer calls to let you know a Navy C-9B Skytrain II burst into flames and crashed on takeoff. To gather as much information on the crash as possible, you should position members of your staff in which of the following locations?
1. The CO's office
 2. The legal office
 3. The accident scene or near it
 4. The nearest Navy Public Affairs Center
- 3-22. In a crisis or disaster situation, public affairs staff members should man the positions specified in which of the following document?
1. Command disaster plan
 2. Watch, Quarter and Station Bill
 3. Disaster checkoff list
 4. Disaster POA&M
- 3-23. To facilitate the dissemination of timely and accurate information in a crisis, you should designate a staff member to keep a running account of what information?
1. Queries received
 2. News release issue times
 3. OPREP-3s and unit SITREPS sent
 4. All of the above
- 3-24. The initial news release on an accident should be sent to the news media within what maximum amount of time?
1. 30 minutes
 2. 1 hour
 3. 45 minutes
 4. 2 hours
- 3-25. Which of the following information should be included in an initial news release on an accident?
1. The type of equipment involved, regardless of classification
 2. The possible causes of the accident
 3. The unclassified pertinent facts about the mission when the accident occurred
 4. The names and telephone numbers of command personnel involved in past accidents

- 3-26. If the public affairs office fully cooperates with the news media during a disaster, what will be the most likely result?
1. Reporters will report the facts objectively
 2. Reporters will report the facts accurately
 3. Both 1 and 2 above
 4. Reporters will look for secondary sources of information
- 3-27. When releasing information to the news media during a disaster situation, a PAO should make it a standard operating practice to take which of the following actions?
1. Check and recheck the facts
 2. Help the news media meet deadlines by providing damage estimates based on conjecture
 3. Release the names of personnel assisting in disaster relief operations
 4. Clear all facts with CHINFO before releasing them
- 3-28. Anticipating the needs of the news media by getting them the facts is known by what term?
1. Venture
 2. Adulation
 3. Initiative
 4. Control
- 3-29. The circumstances surrounding a disaster are often negative in connotation and sometimes painful for a PAO to admit. How should the PAO solve this problem when dealing with the news media?
1. Release only the facts favorable to the Navy and command
 2. Maintain complete honesty and candor
 3. Avoid talking to the news media
 4. Refuse to assist the news media in discovering the facts
- 3-30. If a PAO allows a reporter access to a disaster scene, which of the following actions should he take to maintain impartiality?
1. Ask the reporter allowed access to make his report available to all reporters
 2. Issue a press release on the access
 3. Make sure the reporter allowed access gives the story to a major wire service
 4. Allow similar access to all reports
- 3-31. When there are too many reporters at the scene of a big story, which of the following procedures should be used to gather information?
1. Request the reporters to pool certain information
 2. Allow all the reporters access to the scene
 3. Have one of your JOs write a news release
 4. Allow only wire service reporters access to the scene
- 3-32. Good taste in the release of information or photographs of a disaster is based on which of the following standards?
1. Personal evaluation
 2. The Associated Press code of ethics
 3. CHINFO regulations
 4. BUPERS regulations
- 3-33. Before briefing reporters at the CIB, either the senior JO or the PAO should take which of the following actions?
1. Request the assistance of the must senior PAO in the region
 2. Fax the proposed brief to CHINFO
 3. Prepare a list of contingency questions and answers for probable news media inquiries
 4. ask reporters to submit their questions in advance

- 3-34. Which of the following documents should you use to verify media credentials at the CIB?
1. Public affairs office recall bill
 2. Public affairs office listing of local media members
 3. Command disaster plan
 4. Command contingency POA&M
- 3-35. All of the following are legitimate media ground rules except which one?
1. Not physically disturbing parts of the accident scene before the investigators arrive
 2. Not wearing short-sleeved shirts to the accident scene
 3. Not interviewing injured personnel or their next of kin
 4. Not wandering from the designated access area to get additional information or photographs
- 3-36. When, if ever, may a reporter be excluded from visiting the scene of an accident on base?
1. When the reporter's experience level is in question
 2. When the public affairs office has had problem with the reporter's news organization
 3. When the reporter's presence would interfere with rescue, damage control or evacuation measures
 4. Never
- 3-37. A magazine photographer takes a picture of an accident scene that has exposed classified equipment. Which of the following actions should you take?
1. Take his film by force, if necessary
 2. Escort him to the on-scene PAO, where he will notify the reporter of Title 18 U.S. Code 793 (d), 795 and 797
 3. Do not tell him about the classified equipment and hope the photographs will not be used
 4. Tell him he will go to jail if the magazine publishes the photograph
- 3-38. Two photographers refuse to obey the ground rules established at the site of a Navy helicopter crash off-base. Classified material is present at the crash site. What action should you take?
1. Physically restrain the photographers with the aid of public affairs staff members
 2. Request the assistance of armed DoD or Navy security personnel
 3. Request the assistance of civilian law enforcement personnel
 4. Physically disable the photographers' camera equipment, then give them written procedures for reimbursement

- 3-39. Every effort is made to release the names of accident victims at a military command within CONUS concurrently with the announcement of the accident. This is done for which of the following reasons?
1. To notify the next of kin via the news media
 2. To alleviate undue anxiety for the relatives of other personnel in the involved unit
 3. To maintain a "high profile" in the news media
 4. To shift public attention from the possible cause of the accident to the personnel involved
- 3-40. A Navy plane crashes overseas, killing all aboard. The bodies are impossible to identify promptly. What is the policy on releasing a casualty list?
1. Release the names at once
 2. Release no names for 24 hours
 3. Seek approval of the Chief of Naval Personnel for release of a partial list
 4. Release a list of the ship's pilots and aircrewmen not involved in the accident
- 3-41. Which of the following procedures is recommended to provide reporters with information that concerns a disaster involving highly technical equipment?
1. Explain the equipment to them in layman's terms
 2. Make available pertinent technical manuals
 3. See that a specialist is available to answer their questions
 4. Suggest that they interview the company officials who manufactured the equipment
- 3-42. In debriefing the survivor of a disaster, the public affairs representative should tell him to avoid making general statements about the disaster based on his or her own isolated experiences.
1. True
 2. False
- 3-43. Which of the following characteristics is typical of a Judge Advocate General (JAG) investigation?
1. Administrative
 2. Fact-finding
 3. Both 1 and 2 above
 4. Binding
- 3-44. For which of the following reasons should a command withhold information about an investigation?
1. When it involves an accident with 20 or more casualties
 2. When it is in progress
 3. Both 1 and 2 above
 4. When it covers a wide geographical area
- 3-45. The media, in most cases, must obtain copies of investigation reports by which of the following methods?
1. Writing a letter to the CO
 2. Writing a letter to CHINFO
 3. Filing a FOIA request
 4. Filing a request with the Navy Judge Advocate General's Office

- 3-46. What statement best describes a significant difference between the investigative reports the media receives and those Navy families receive?
1. The media reports contain more information than the reports to families
 2. The media reports contain autopsy information, the reports to families do not
 3. The reports to families contain photographs, while those to the media do not
 4. The reports to families contain more information than those to the media
- 3-47. A public affairs office can ease the anxiety of Navy family members during a disaster by performing which of the following functions?
1. Providing command brochures and fact sheets
 2. Providing the names of casualties as quickly as possible
 3. Providing toll-free telephone numbers that family members can call for more information
 4. Providing temporary living quarters on base
- 3-48. Which of the following instructions outlines the duties and responsibilities of the casualty assistance calls officer (CACO)?
1. NAVMILPERSCOMINST 1770 series
 2. OPNAVINST 1770 series
 3. SECNAVINST 5720.44A
 4. CHINFOINST 5720.90D
- 3-49. What should be your primary concern when you arrange media coverage of a military funeral?
1. Providing reporters with unlimited access at the grave site
 2. Researching and implementing strict ground rules
 3. Preserving the dignity of the event
 4. Providing interviews with the bereaved
- 3-50. Where discussing media coverage arrangements with the CACO, you should cover which of the following points?
1. Location, timing and logistics concerns
 2. Media coverage plan
 3. Casket preparation
 4. All of the above
- 3-51. In a conversation with the CACO, you discover that the family of a deceased Navy man does not object to media coverage at the church. Before contacting the media, what further action, if any, should you take ?
1. Consult *PA Regs* for additional guidance
 2. Talk with the next of kin and determine what type of media coverage they desire
 3. Talk with church officials to determine their policy on media coverage
 4. None of the above
- 3-52. Before a disaster strikes, the PAO should discuss the available information channels with which of the following command family groups?
1. Command ombudsmen
 2. Officer's wives club
 3. CPO spouse support group
 4. All command family groups
- 3-53. What is the most important reason the PAO and senior journalist should provide accurate disaster information to families as quickly as possible?
1. To guard against the receipt of inaccurate media reports
 2. To prevent family members from causing a civil disturbance
 3. To fulfil the provisions of the DoD Family Information Act of 1974
 4. To promote the professionalism of the PAO and his staff

- 3-54. With the help of the PAO, a family member should establish which of the following precondition rights before granting a media interview?
1. Reviewing the entire interview on video or audio tape and edit as necessary
 2. Excluding the surname
 3. Selecting the most favorable camera angles
 4. Choosing another interviewer, if necessary
- 3-55. An explosion aboard a naval base claims the lives of three sailors. You should consider arranging a memorial service on base for which of the following reasons?
1. To provide maximum media coverage
 2. To streamline the execution of full military honors
 3. To strengthen the bond between the leadership of the command and its internal audience
 4. To uphold the privacy of the subsequent funeral
- 3-56. The memorial service plan should be distributed command wide in what format?
1. Instruction
 2. POA&M
 3. Notice
 4. Point paper
- 3-57. Which of the following individuals is usually responsible for providing the details of the memorial service schedule?
1. Senior chaplain
 2. PAO or senior journalism
 3. Officer in charge
 4. CACO
- 3-58. Which of the following individuals normally coordinates hearse and coffin flag arrangements for a memorial service?
1. PAO or senior journalist
 2. CACO
 3. Personnel officer
 4. Senior chaplain